

# ABK has significantly increased gender and ethnic representation

## Demographic representation

% FTEs



ABK rolled up



AB Corporate



Activision Publishing

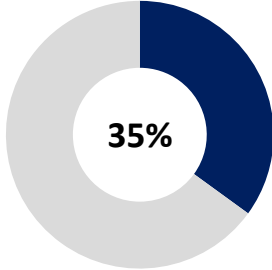
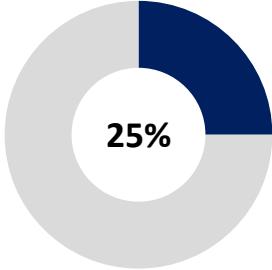
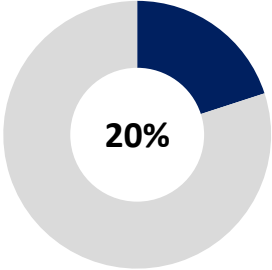
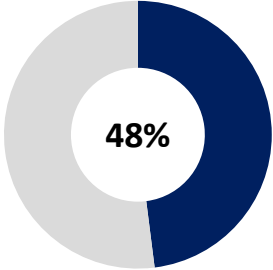
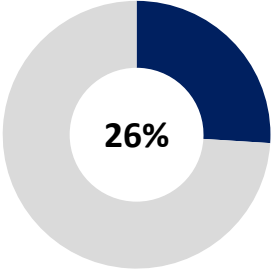


Blizzard

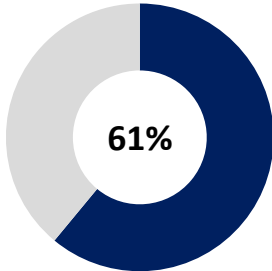
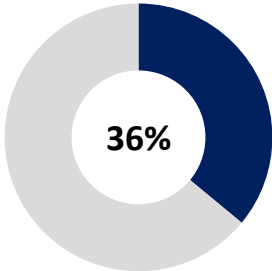
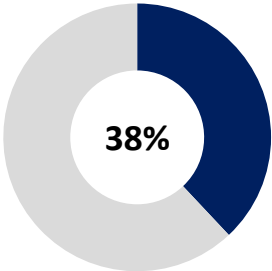
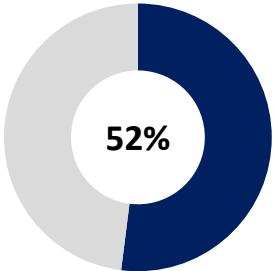
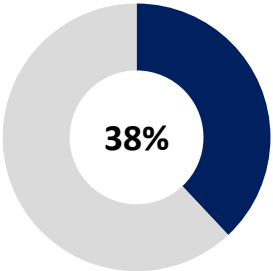


King

2022 Women and Non-Binary  
2021 Data <sup>2</sup>



2022 Under-represented Ethnic Groups (UEGs)<sup>1</sup>  
2021 Data <sup>2</sup>



1. UEG data shown for US FTEs only. Source: ABK People Analytics team. The data included in this presentation represents our best estimates based on data included in our systems. Please see also the methodology description enclosed in this presentation.  
 2. The "2021 Data" is taken from the 2021 Representation Data report, available here: <https://www.activision.com/cdn/activisionblizzard/2021RepresentationData.pdf>

# A few notes about our methodology

All data reflects all non-temporary employees – known internally as “FTEs” – and is as of 11/30/2022, compared against data released in Q4 2021 reflecting FTEs as of 11/30/2021.

Our gender data is global, where permissible by under local law, and represents employees’ self selection between fields of “woman,” “man,” “non-binary,” “other,” and “prefer not to say.” In calculating gender representation, we consider the percentage of known employees (i.e., those who have not selected “prefer not to say”). Note that at this time we have included both the “woman” and “non-binary” data in our representation calculations (shown as “Women and Non-Binary” in this report) where in previous updates we have not. Non-binary data represents less than one percent of the total figure for women and non-binary representation, and therefore has not materially impacted the metrics.

Our ethnicity data is limited to the United States and, like our gender data, represents employees’ self selection. In this case the fields from which employees select include “White,” “two or more races,” “Hispanic or Latino,” “American Indian or Alaskan Native,” “Black or African American,” “Asian,” “Native Hawaiian or Other Pacific Islander,” and “prefer not to say.” Again, in calculating ethnicity representation, we consider the percentage of known employees (i.e., those who have not selected “prefer not to say”). We track and differentiate ethnicity in this report under the nomenclature “Underrepresented Ethnic Groups” or “UEGs,” which represents all non-white, known values.

The ABK summary and operating-division breakouts refer to and include the following respective organization cell(s):

- 1. “ABK” refers to the entire enterprise; including Activision Publishing, Blizzard, King, and Activision Blizzard (as detailed below)
- 2. “Activision Publishing” includes its respective franchise/development talent (e.g. associated with Call of Duty) and the Activision Publishing corporate entity
- 3. “Blizzard” includes its respective franchise/development talent (e.g. associated with World of Warcraft and others) and the Blizzard corporate entity
- 4. “King” includes its respective franchise/development talent (e.g. associated with Candy Crush and others) and the King corporate entity
- 5. “Activision Blizzard” includes the corporate functions that sit at the center of the organization (e.g. central Finance, central HR) and the ABK-wide executive leadership team

The methodology chosen for this presentation is not intended to have any legal significance and should not be viewed as stating any position on the appropriate legal analysis in any jurisdiction.